

FIG. 1

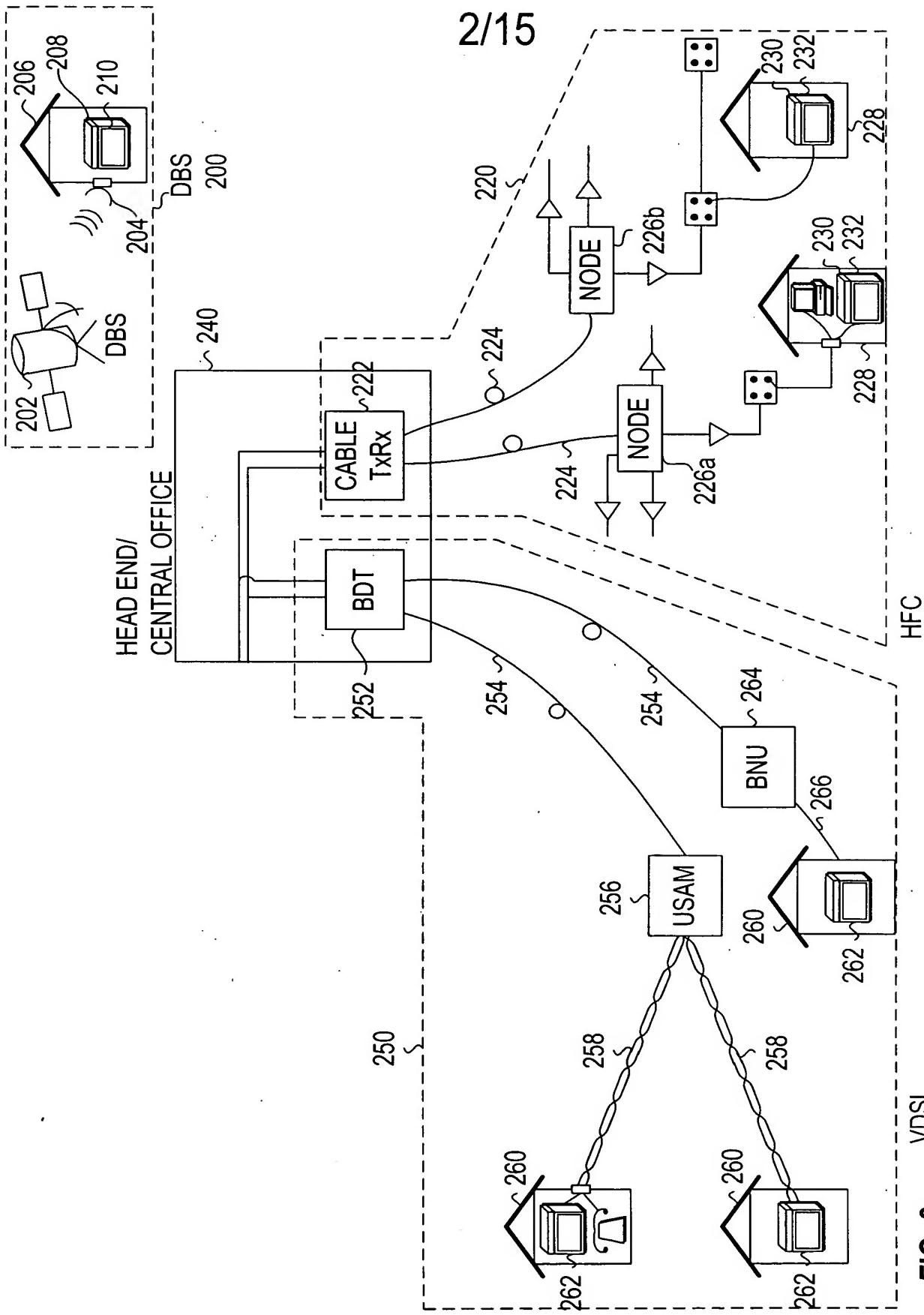


FIG. 2

300 310 320 330 340 3/15

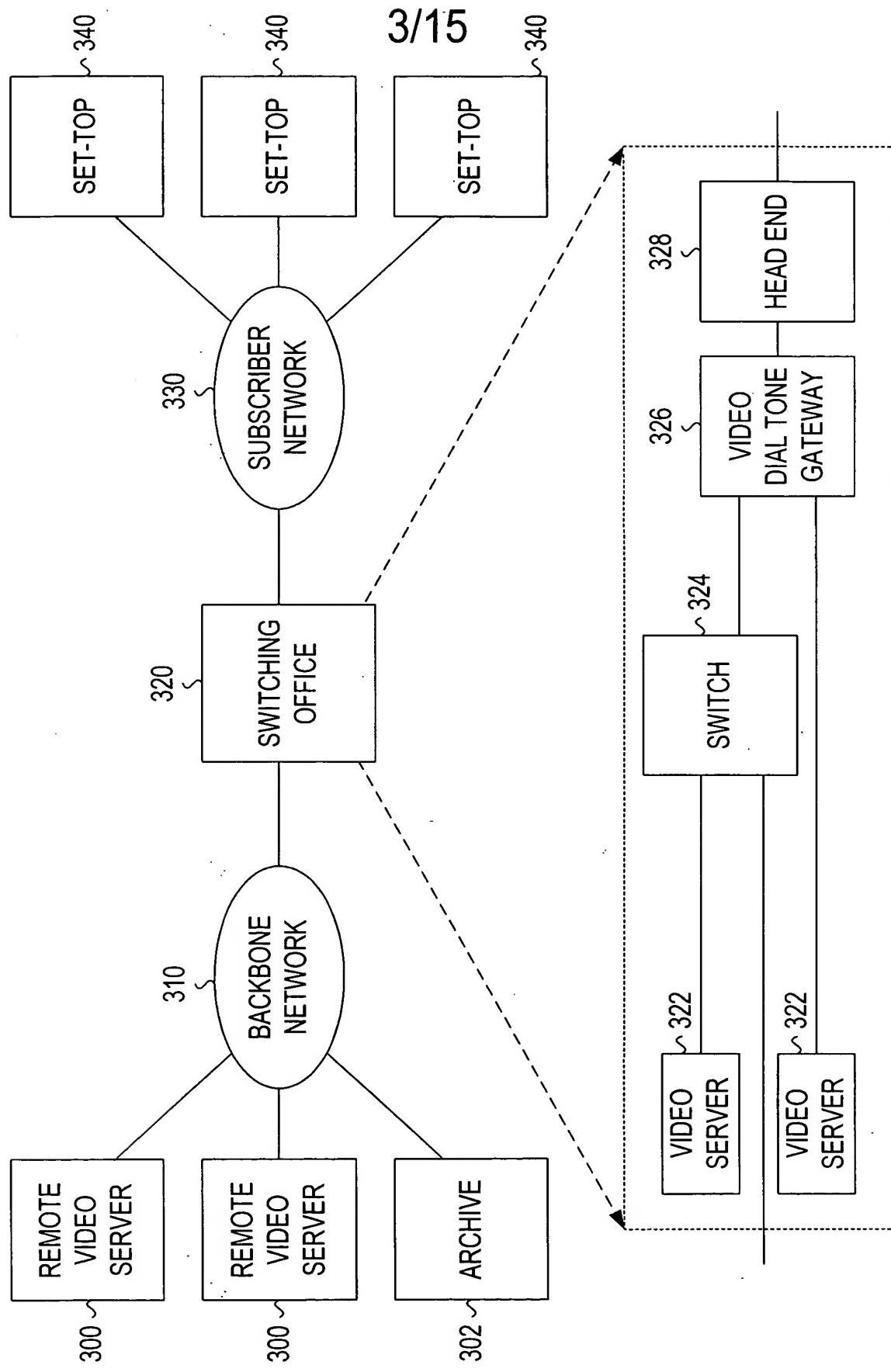


FIG. 3

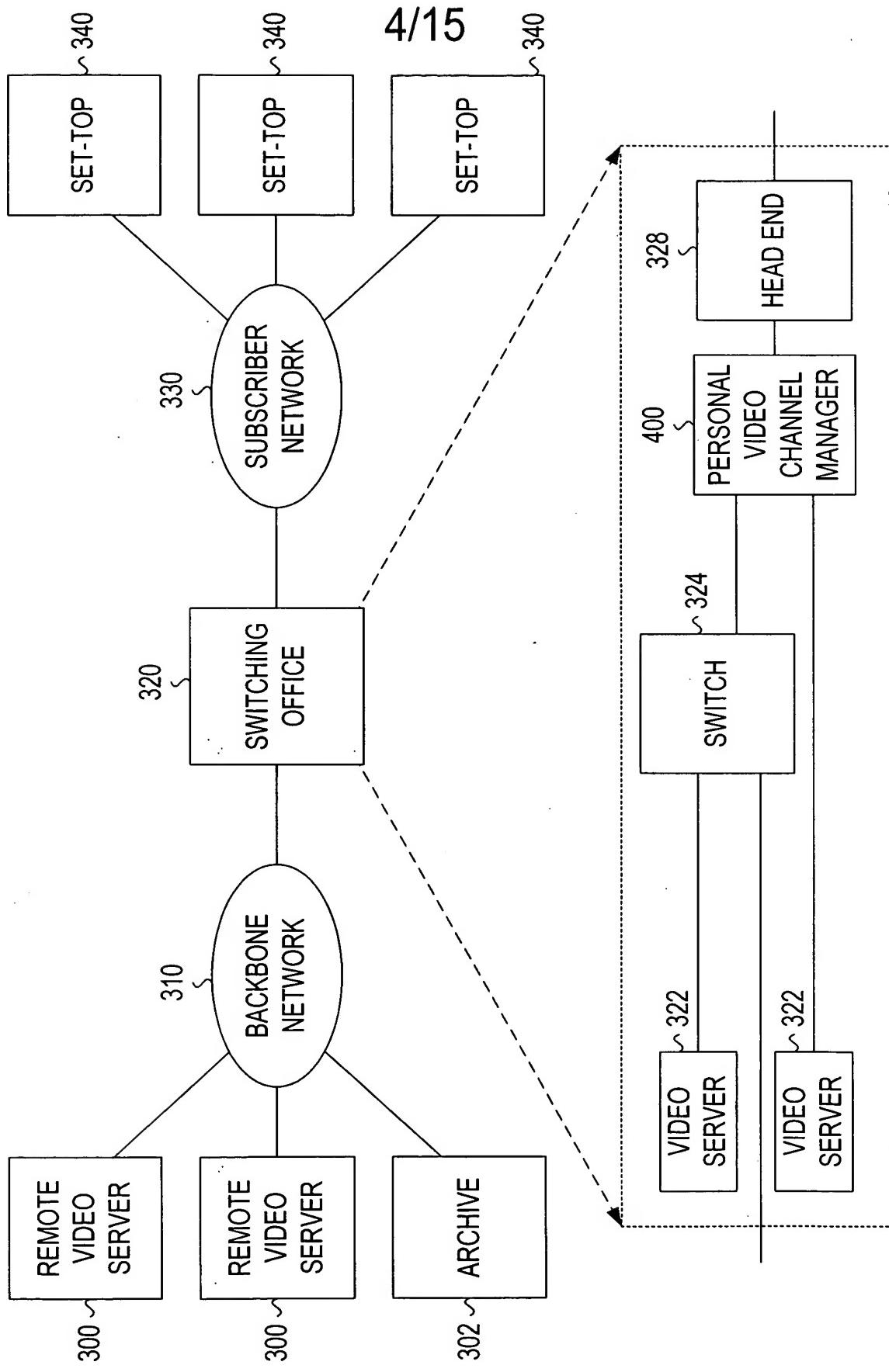


FIG. 4

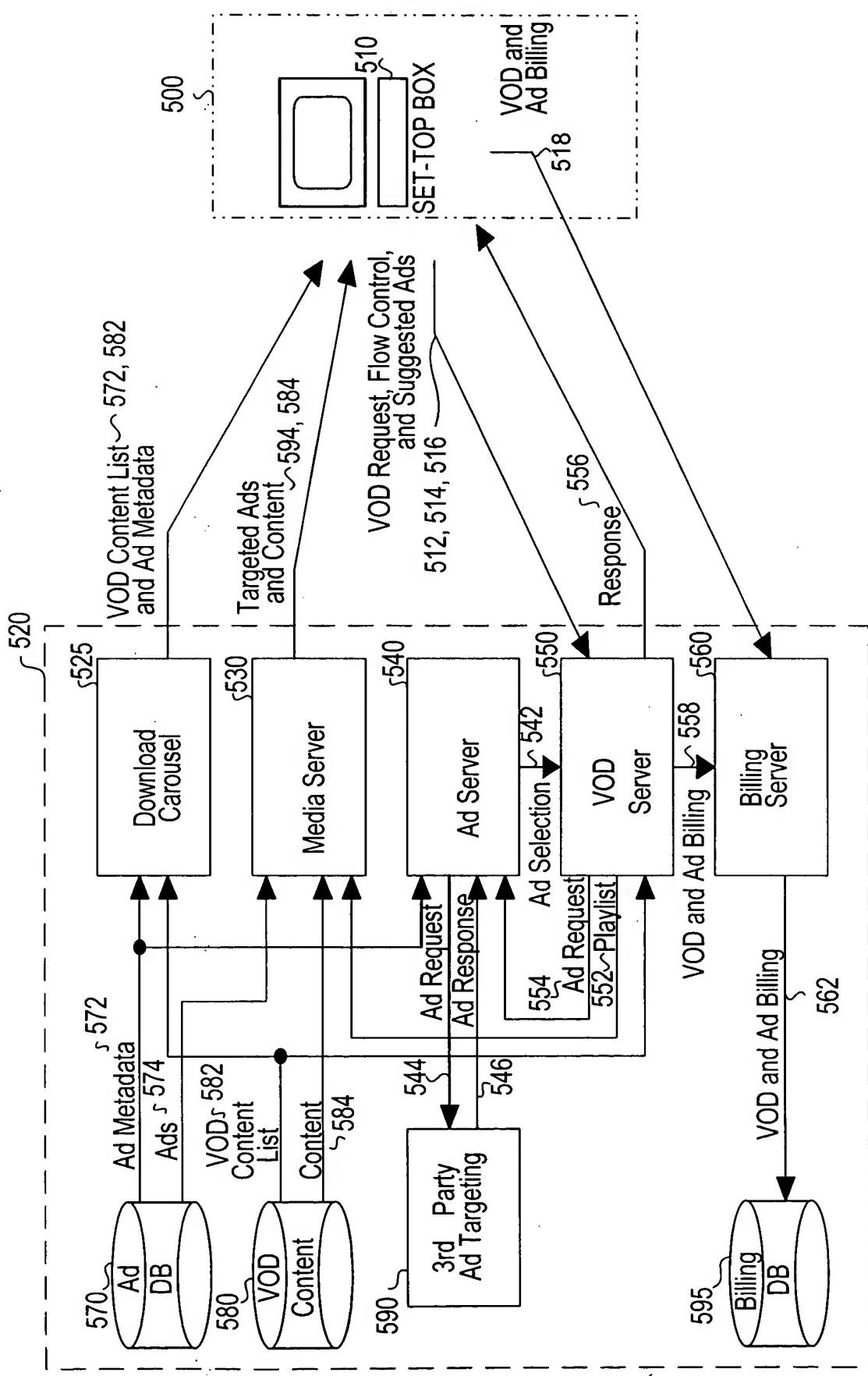


FIG. 5

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Media Name	Type	HHMMSS	URL
Ford Focus	Ad	000030	\media\ads\ford\focus.mpg
Green Giant Corn	Ad	000030	\media\ads\pillsbury\corn.mpg
Lord of the Rings	Preview	000300	\media\previews\newline\lordofrings.mpg
Scary Movie II	Movie	012200	\media\movies\disney\scarymovie2.mpg
Ford ZX2	Ad	000030	\media\ads\ford\zx2.mpg
Progresso Soup	Ad	000030	\media\ads\pillsbury\progresso.mpg

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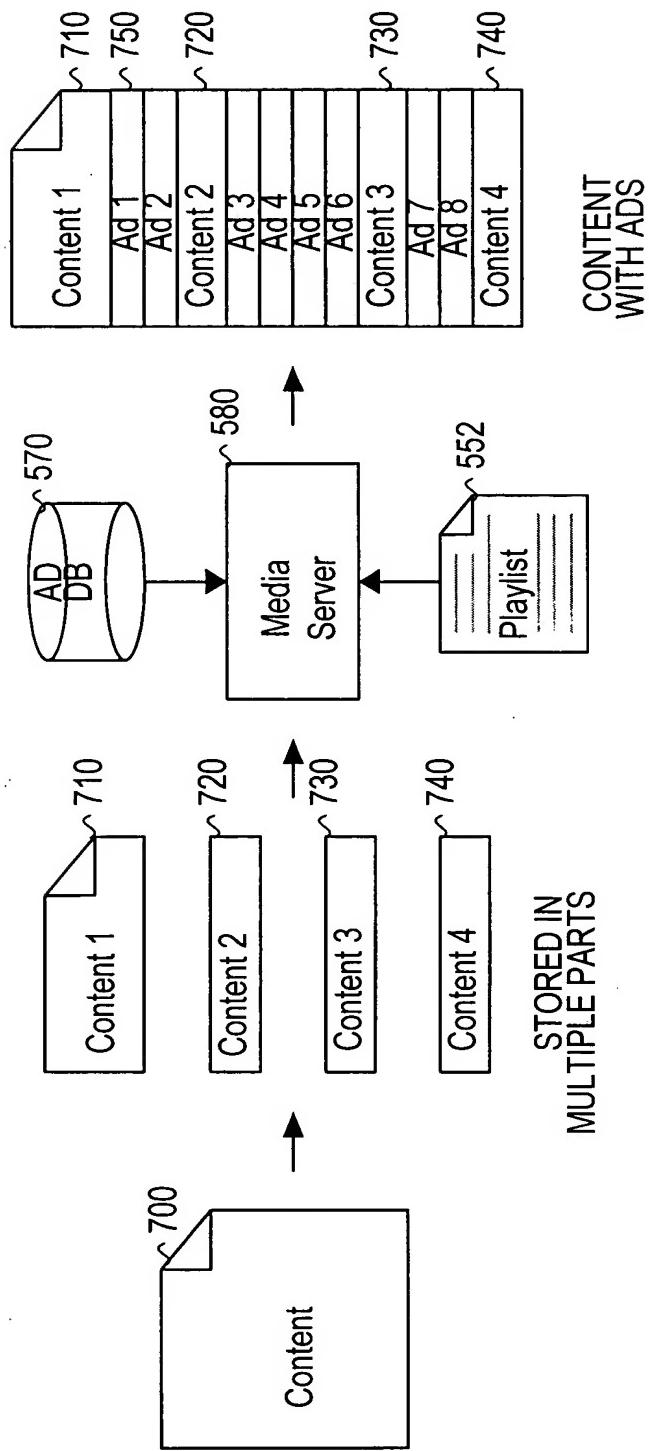


FIG. 7

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ORIGINAL PLAYLIST			
INDEX	DURATION	URL	
001	000030	\MEDIA\ADS\FOCUS.MPG	<u>REPLACE AD IN PLAYLIST WITH LOCAL REFERENCE</u>
002	000030	\MEDIA\ADS\CORN.MPG	
003	012200	\MEDIA\MOVIE\SCARY2.MPG	
...			

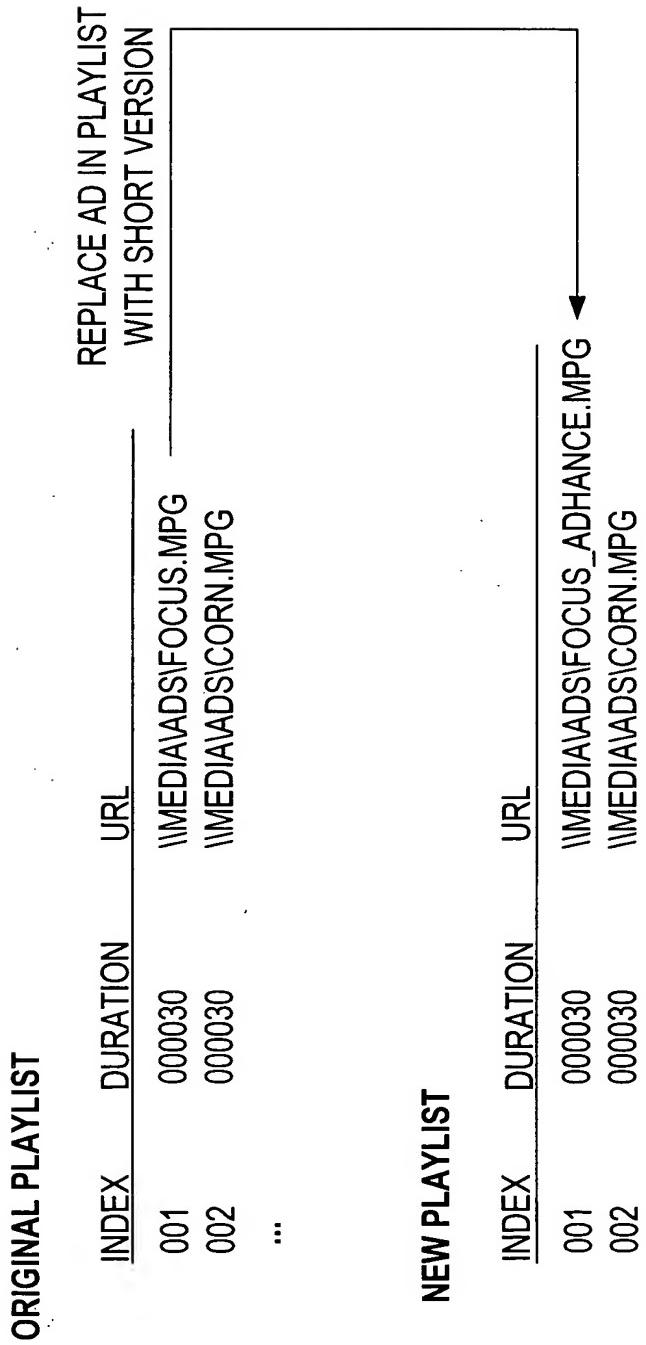
  

NEW PLAYLIST			
INDEX	DURATION	SOURCE	URL
001	000030	MEDIA SERVER	\MEDIA\ADS\FOCUS.MPG
002	000030	AD QUEUE	\LOCALHOST\ADS\CORN.MPG
003	012200	MEDIA SERVER	\MEDIA\MOVIE\SCARY2.MPG
...			

↓

FIG. 8

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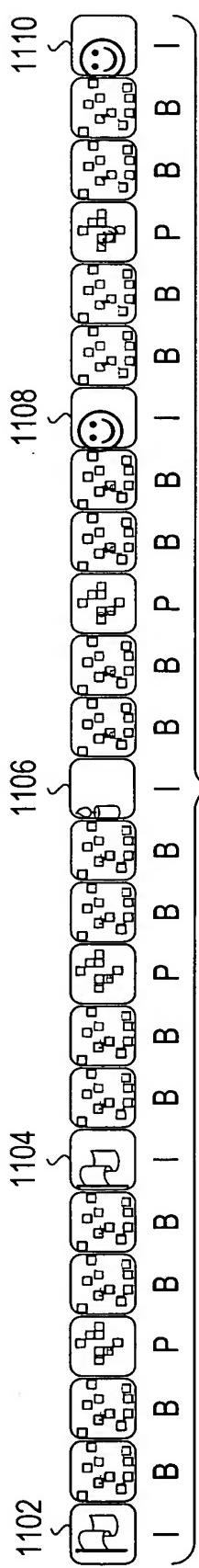


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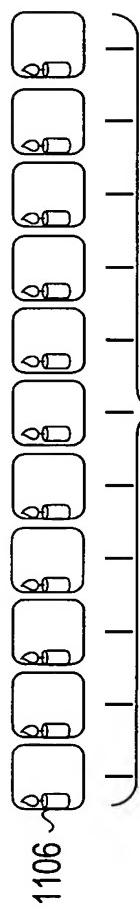
INDEX	DURATION	URL	ALTERNATE URL
001	000030	\MEDIA\ADS\FOCUS.MPG	\MEDIA\ADS\FOCUS ALT.MPG
002	000030	\MEDIA\ADS\CORN.MPG	\MEDIA\ADS\CORN ALT.MPG
	...		

FIG. 10

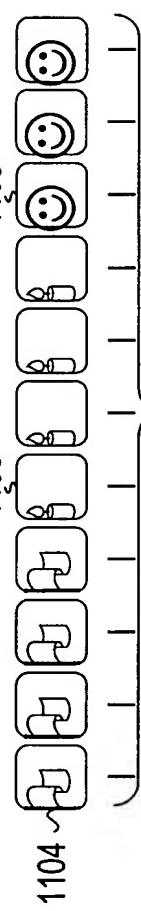
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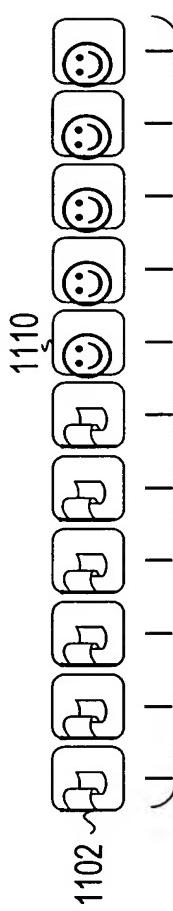
1100 ~ORIGINAL ADVERTISEMENT MPEG2 VIDEO FILE



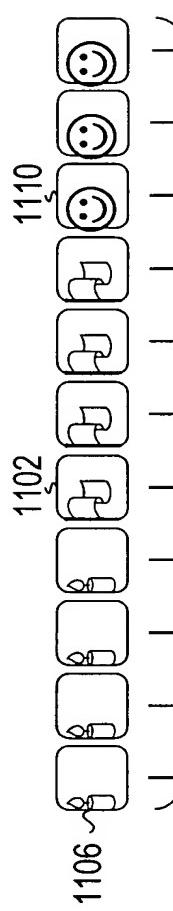
1120 ~SINGLE I FRAME REPETITION



111130 ↗ SEVERAL | FRAME REPETITION IN CONTIGUOUS SEQUENCE



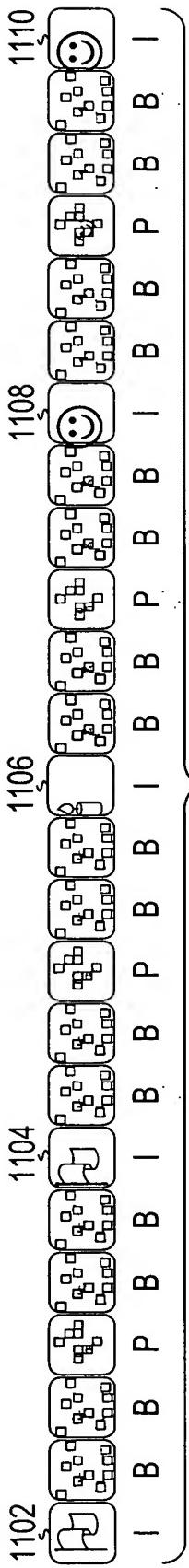
1140 SEVERAL FRAME REPETITION IN SEQUENCE



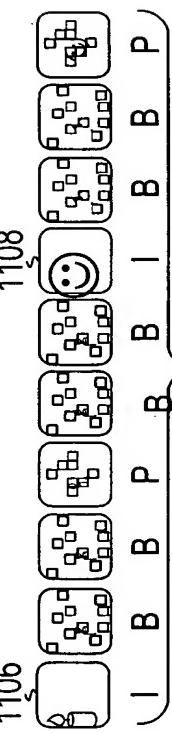
1150 ~ SEVERAL FRAMES REPETITION OUT OF SEQUENCE

FIG. 11A

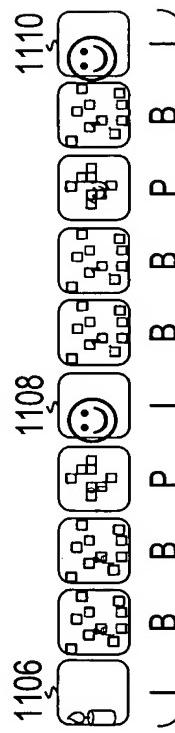
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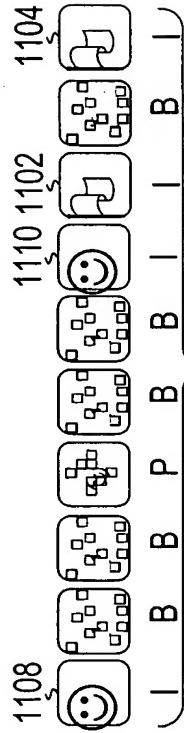
1100 ~ ORIGINAL ADVERTISEMENT MPEG2 VIDEO FILE



1160 ~ SEGMENT OF VIDEO (UNEDITED)



1170 ~SEGMENT OF VIDEO (EDITED)



1180 ~ SEVERAL SEGMENTS OF VIDEO

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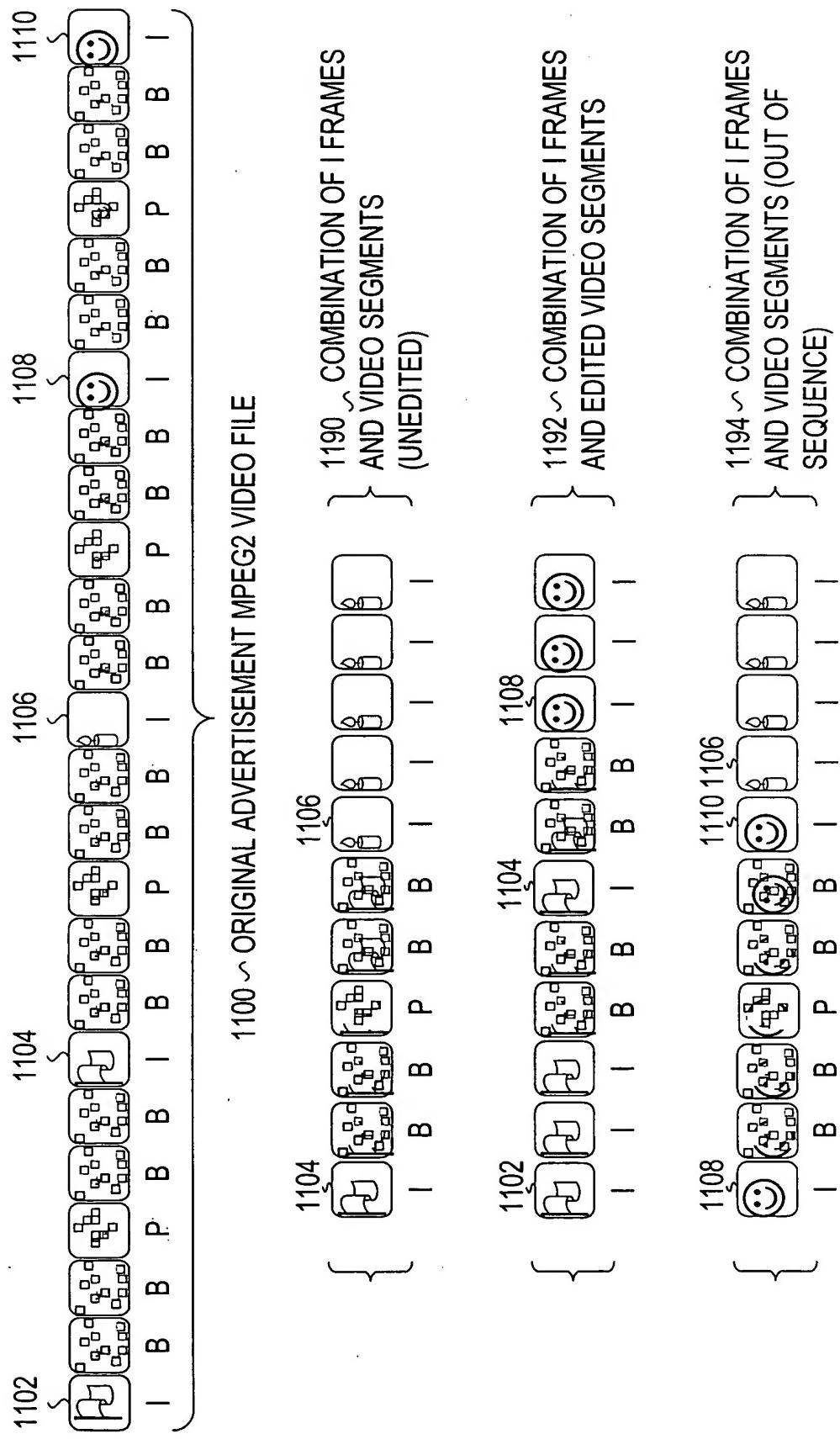


FIG. 11C

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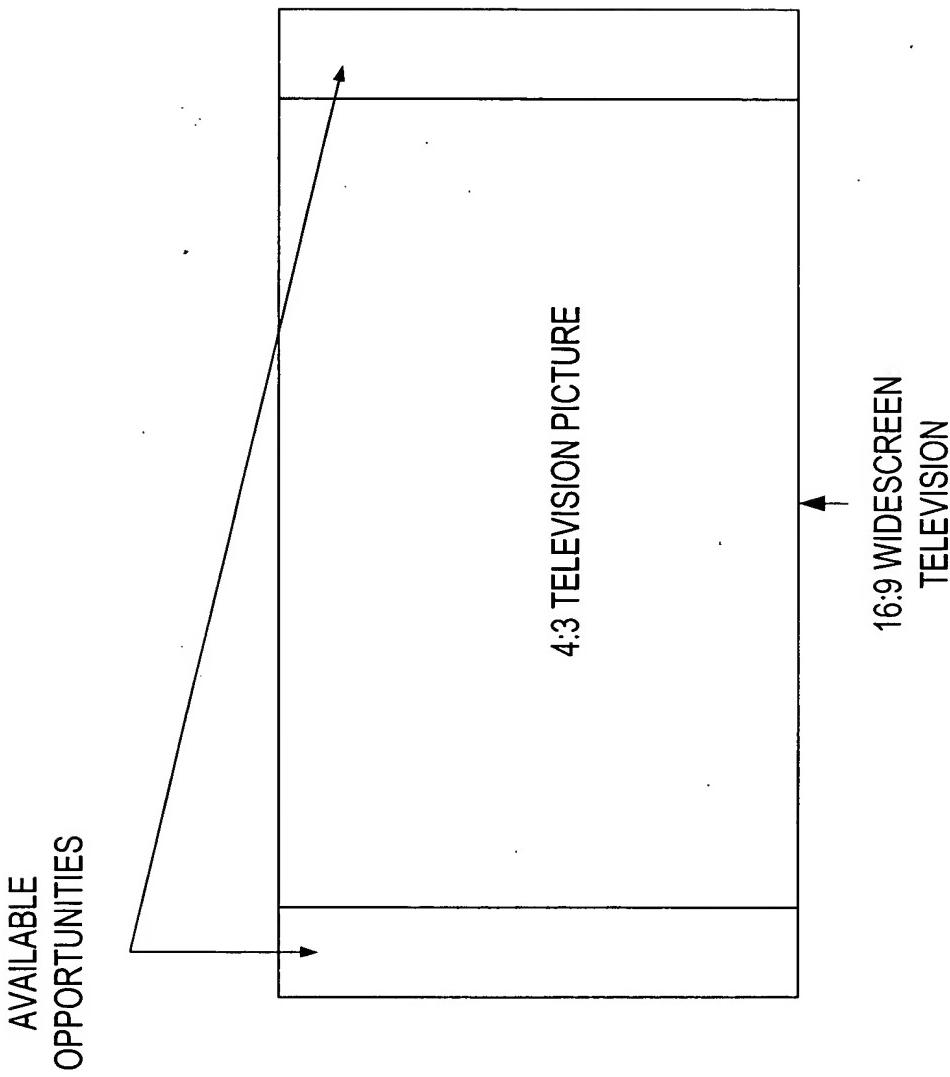


FIG. 12

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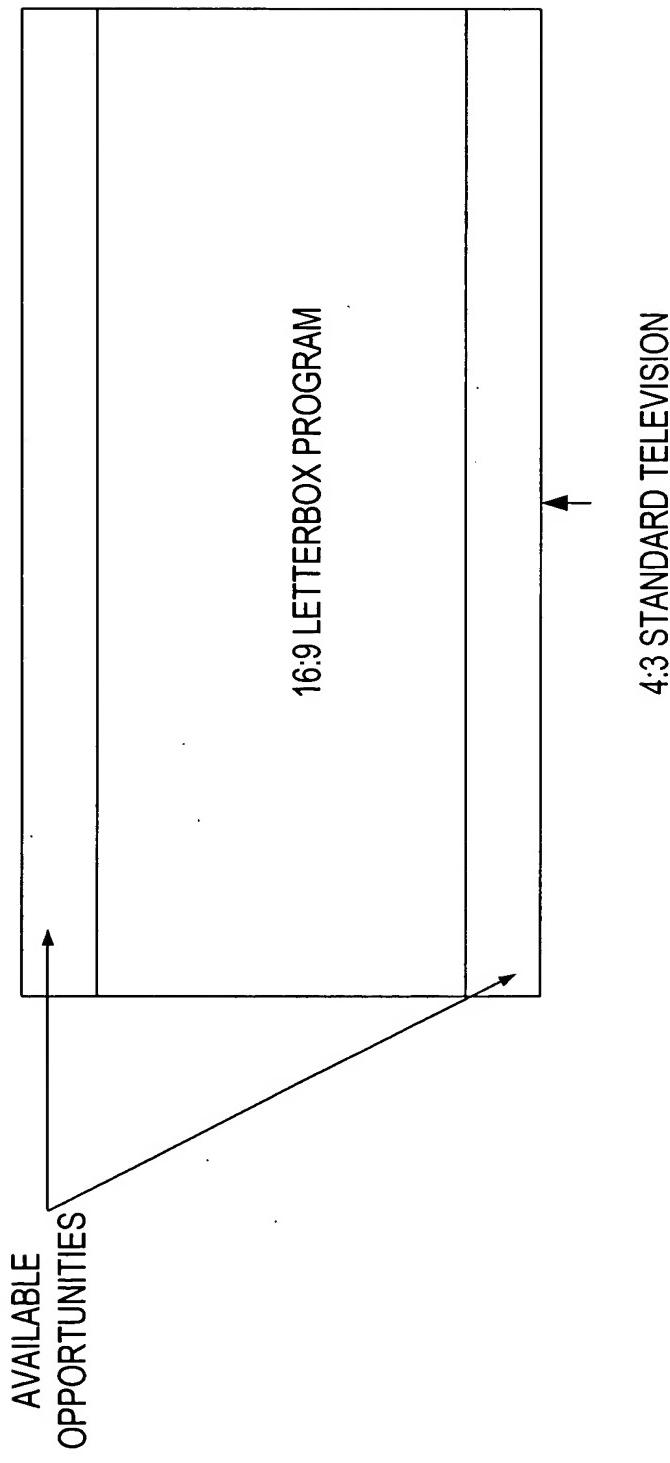


FIG. 13